

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Gilad Odinak and
Kam-Cheong Anthony Tsai

Attorney Docket No. INTL-1-1016

Serial No.: 09/884,854

Group Art Unit: 3625

Filing Date: June 18, 2001

Examiner: Yogesh C. Garg

Title: SYSTEM AND METHOD TO ASSOCIATE BROADCAST RADIO
CONTENT WITH A TRANSACTION VIA AN INTERNET SERVER

AMENDMENT AND RESPONSE

TO THE COMMISSIONER OF PATENTS:

The following amendment and response addresses the non-final Office Action mailed on
March 12, 2007.